

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of providing advertisements ~~from a processor~~ to an automated service machine over a network, comprising:
 - determining, at the automated service machine, information identifying a user;
 - ~~requesting, from the processor, an advertisement based upon the information identifying the user;~~
 - selecting, from a server coupled to the network at the processor, ~~[[the]]~~ an advertisement based upon the information identifying the user;
 - providing the selected advertisement to the automated service machine; and
 - presenting the selected advertisement.

2. (Currently Amended) The method of claim 1, wherein the step of selecting the advertisement based upon the information identifying the user comprises the steps of:
 - determining a profile of the user ~~based upon the user~~;
 - determining information describing the automated service machine; and
 - selecting the advertisement based on the profile of the user and the information describing the automated service machine.

3. (Original) The method of claim 2, wherein the step of determining information describing the automated service machine comprises the steps of:

determining a location of the automated service machine.

4. (Original) The method of claim 2, wherein the step of determining information describing the automated service machine comprises the steps of:

determining a display resolution of the automated service machine.

5. (Original) The method of claim 2, wherein the step of determining information describing the automated service machine comprises the steps of:

determining a printer of the automated service machine.

6. (Original) The method of claim 2, wherein the step of determining information describing the automated service machine comprises the steps of:

determining a local time for the automated service machine.

7. (Currently Amended) A system for providing advertisements, comprising:

a server, coupled to a network, the server comprising a first memory for storing information describing a profile of at least one user [[:]] and a second memory for storing data for a plurality of advertisements;

a processor, coupled to the network, for selecting at least one of the plurality of advertisements based upon the profile of the at least one user;

~~a network coupled to the processor; and~~

an automated service machine, coupled to the network, for providing information identifying the at least one user and presenting the at least one advertisement selected by the processor.

8. (Currently Amended) An automated service machine coupled to a network, comprising:

at least one user interface for receiving information identifying a user;

a communications interface for requesting an advertisement from a server coupled to the network based upon the information identifying the user; and

at least one output interface for present the advertisement based upon the information identifying the user.

9. (Original) The automated service machine of claim 8, wherein the at least one user interface comprises a keyboard.

10. (Original) The automated service machine of claim 9, wherein the at least one user interface comprises a card reader.

11. (Original) The automated service machine of claim 9, wherein the communications interface comprises a modem.

12. (Original) The automated service machine of claim 9, wherein the at least one output interface comprises a display.

13. (Original) The automated service machine of claim 9, wherein the at least one output interface comprises a printer.

14. (Currently Amended) An apparatus for providing advertisements ~~from a processor~~ to an automated service machine over a network, comprising:
means for determining, at the automated service machine, information identifying a user;
~~means for requesting, from the processor, an advertisement based upon the information identifying the user;~~
means for selecting, from a server coupled to the network ~~at the processor~~, ~~[[the]]~~ an advertisement based upon the information identifying the user;
means for providing the selected advertisement to the automated service machine; and
means for presenting, at the automated service machine, the selected advertisement.